

## **Career and Technical Education Advisory Committee Notes**

**March 9, 2023**

### **Members in Attendance:**

Bechtel, Matt  
Blake, Sarah  
Bolles, Thomas  
Chappell, Eliza  
Frank, Andrew  
Franklin, Todd  
Garant, Jay  
Gonzalez, Juan Pablo  
Krezel, Alexa

Lima-Whitney, Alice  
Ludeman, Michelle  
Minton-Eversole, Theresa  
Parker, Joseph  
Raj, Anitha  
Siddhi, Saanvi  
Smith, Shonna  
Thieberger, Paul  
Varkonyi, Irvin

### **Absent Members:**

Crispino, Lauren  
Duke, Jodi  
Berry, Paul  
Hopkins, Barbara  
Lewis, Mary

Phillips, Adam  
Portillo-Gomez, Manny  
Sanghera, Kammy  
Williams, Wendy

The regular meeting of the Fairfax County School Board's Career and Technical Education Advisory Committee (CTEAC) was called to order on March 9, 2023, at 8:30 a.m. by Alexa Krezel, Chairman. The meeting was held in 1002A/B of 8270 Willow Oaks Corporate Drive, Fairfax, VA 22031. The option to attend virtually was made available via Zoom.

### **Call to Order and Opening Remarks – Alexa Krezel**

#### **Chief Experience and Engagement Officer – Lisa Youngblood Hall**

Lisa highlighted a few things her office and role has been working with lately. Her office works closely with Superintendent, OCCR and have been working closely with the strategic plan.

Her goal is to make sure her work is in alignment with the strategic plan. There are currently 4 departments under this office which are, Family and School Partnerships, The Office of the Ombudsman, Government Relations, and Educate Fairfax, which is a bit of a hybrid since Educate Fairfax has its own board.

In addition to working across the departments, it's also working with teams to look at opportunities, to collaborate on how we can support our students. When she talks about community, she's talking about our students, staff, and community members which are important because we need to be able to support families. If they don't have that support that

they need then we're not going to see the success, and we want to make sure students are prepared in a pathway after graduation.

Lisa has been part of a lot of meetings. She's also part of cabinet, senior leadership team, and working with community opportunities. There is an opioid event on Monday, March 13<sup>th</sup>. They have a team planning this event, because it's part of the mental and psychical health of our students. Lisa is also partaking in a meeting regarding the experience of students that need to practice their religious belief during the school day, and what the means.

Lisa knows there are questions about CTE and how she can support CTE. She has been discussing with Jay Garant a little bit. One of the greatest opportunities is family and community involvement when it comes to really understanding the opportunities that we have with our partners and bringing those experience to whether it's the classroom and making sure students are prepared for life beyond high school. Lisa understand CTE is not just about moving into a career, it's also preparing students for college.

- Comments and Feedback:
  - Alexa Krezel: There are a lot of great programs, but we think about the distribution of the programs. A student might have to make a decision if a specific program is not available at their home school. The scheduling strategy gets interesting, resourcing and giving the ability to look at that situation and how to create that access for students is something that I think has come up.
  - Irv Varkonyi: Last December we received Pathway report which consisted of questions we have asked about access which could deal with transportation and funds. If there is no \$20 million dollars some of those recommendation can be implemented.
  - Thomas Bolles: Couple concerns one is, are we training guidance to really give students a good idea of what they're getting into especially those kids who if they want to get into something that's not at their school. The other concern I have is the kids who are in CTE electives and want to be involved in any sort of leadership like FBLA and are also in sports, 9 out of 10 times, a coach is going to go and say well I don't care about that you show up to practice or you don't play. I think from a school perspective from a school district perspective we need to educate our coaches and our athletic directors and make them understand that we want to well-rounded student, but sports can't be the end all, be all. Sports always gets prioritized over student clubs and over electives.
  - Alice Lima-Whitney: Listening to some of the limits for our students who want to take these courses and how it impacts their schedules and credit. In some of our core contents to meet the state requirements that are applicable in some of our CTE courses, sort of an interdisciplinary approach. For example, if you're taking an auto class, how would mathematics and science intertwine.

#### **Superintendent Update – Michelle Reid**

- Strategic Plan: Partaking in several community meeting conversations. These meeting are very importing since they will chart our direction.

- Budget: No cuts or add for this group (CTE). Often the program level determines how and what the priorities are within that allocation. Which is to say, if you have X amount of money this year, you have X next year within the current technical education department and program. You can choose to spend it differently, but it's the same. I always encourage staff to think about what you want to stop running and start.

#### **School Board Update – Meanie Meren**

- Strategic Plan: A lot of the concerns brought up today regarding students having to choose and accessibility have also been brought up at these planning meetings and I believe the new plan will validate the need for changes. I hosted my own community meeting and then attended the instructional staff meeting, which was the most homogeneous strategic plan meeting. I think it will be interesting to drill down to one of our goals, what are our pillars, what are our measures will be.
- Budget: Budget is over at the county with the Board of Supervisors right now and we're just going to continue through the budget process until it's finalized in May.
- School Board Election: It is an election year for our school board. Our school board is 12, and every four years it gets elected. Those consist of 9 magisterial districts plus 3 at large. This year, 7 of our school board members are not seeking reelection to the school board.

#### **Workstreams Recommendations: Special Education, Economically Disadvantaged, and English for Speakers of Other Languages – Sarah Blake**

Not enough time in the student's schedule. Many of these students are busy taking and retaking courses required for graduation:

- CTE Summer Academy – Promote the CTE Summer Academy – it is amazing.
- Expand CTE Summer Academy where students can receive FCPS and dual enrollment credits.
- Receive credit for core classes through CTE courses. ROTC should meet the PE credit. Hire advisors to help connect CTE to core content that will allow students to meet graduation credit requirements.

Transportation barrier:

- Mobile units go to students.
- Funding for more shuttles that can support a twilight program – Add period at end of day.

Enrollment:

- Some school counselors are excellent at promoting CTE courses, and some are not. School counselors should be sharing the same resources with all students. Schools individualize CTE information that they think is relevant for their students. All students at all schools should hear the same information even when their counselors change.

How do we get CTE information out to parents? Especially when some of these parents are overwhelmed.

- Utilize Family liaisons, PTAs, PTSA, OCCR, Infograms, college and career specialists, systems of support advisors (SOSA), On-Time Graduation Coordinators, News You Choose, Twitter, Schoology, 504 specialist, and CCCR newsletters.
- Build capacity and encourage staff to check resources – e.g., when asked a question, state “as mentioned in the Infogram”

### **Workstreams Recommendations: Business and Industry – Eliza Chappell**

Strengthen Connections to Business and Industry: Implement an easy-to-use, cloud-based database (a Google form) to collect contact information of local professionals interested in supporting teachers in work-based learning (WBL) activities and industry-aligned projects.

Work-Based Learning Opportunity Management: Explore a long-term technology solution to provide centralized, digital management of work-based learning opportunities and connecting students to these opportunities. Explore the expansion of the central office WBL team to manage these opportunities in every region.

### **Workstreams Recommendations: Early Engagement CTE – Jay Garant**

The Career Bus: All agreed that the bus was good idea so long as it's interactive. The consensus was also that it be geared toward the elementary student serving as a Career Awareness communications tool but with a call to action that becomes some initial Career Exploration.

- Career Awareness:
  - Hands on activities to excite (Connected to CTE courses/19 Career Clusters)
  - Dynamic informational graphics and hand-outs around each activity. Graphics could outline the basic educational (MS, HS) pathways; Map where in FCPS courses are offered; list local companies who employ this sort of worker; pay ranges etc.
  - We felt this is a form of communication.
- Career Exploration:
  - Provide concrete next steps for students. They should receive some marketing to have and take home about upcoming opportunities like extracurricular activities, summer camps, where to learn more (QR code), etc.
  - Because a bus is small, maybe the bus hauls the tables for a outdoor or indoor (weather) follow up on Career Exploration. In other words, the stuff in the bullet above is not on the bus as students walk through, but a follow up.
  - We felt this is a form of communication.

CareerBook: Imagine a forever Career Exploration Fair – a website accessible to all where visitors can learn about a local individual and their career and career journey. The site has a dynamic video story introducing the person, their job, and their passion for it – be it a heart

surgeon, nurse, building technician, or HVAC repair person. The site could include all of the vitals:

- A great story.
- Interactive questions to open any section.
  - Sections include:
    - Job statistics locally and national
    - Career Path
    - A listing of companies with like jobs
    - Entry requirements
    - Pay Range
    - FCPS classes needed to get there
    - A “where they work” section with:
      - Ways to engage the company
      - Internship/externship/apprenticeship opportunities
      - Links to the company’s HR dept.
      - A logo
- The local touch adds a lot of value to our community.
- We recognize that each individual’s page will need an expiration or update date.
- Once designed, it seems feasible that as many 3 to 6 individual pages could be added per week.
- As a group we also discussed contracting with an existing company doing this sort of work or a building our own. There are upsides and downsides to both.
- We felt this is a form of communication.
- We felt this also serves as a database of community engaged folks.
- If we build in ROI for the business, this will be easy to populate and potentially be cost neutral.
- It helps FCPS leapfrog other districts in Career Awareness/Exploration/Preparation.

Communications: Does CTE need a dedicated communicator?

- There is a fair amount of confusion about where CTE starts and ends. A communicator can bring strategies to all comms that help clarify this.
- There remains some stigma around CTE vs standard course work. A dedicated communicator can bring approaches and track data about what creates perception changes.
- A dedicated communicator can add consistency to the work, as basic as making each Academy site and news consistent.
- A dedicated communicator can keep up with expiration or update dates.
- A dedicated communicator, once they’ve built the necessary structures, can shift from information sharing to storytelling that lure people to information.

Meeting adjourned at 10:30 a.m.

**Next Meeting:** April 13, 2023, 8:30 a.m. Lake Braddock SS – IN PERSON MEETING ONLY

**Mission Statement:** To provide advice to the school administration and the School Board on career and technical education programs and initiatives for the purpose of improving the effectiveness of these programs and associated courses in providing students with the knowledge and skills that contribute to their preparation for the workforce, military, and/or continuing education in a competitive global economy, and to help the schools obtain support and participation from the business community and the public.

**Committee Charge:** In collaboration with key stakeholders, ensure equitable awareness, access, and participation in all CTE programs. Ensure greater awareness of career-readiness options provided by CTE programs with a new emphasis on exposure to working in a virtual or hybrid workplace, workforce trends, and growing leadership skills.

*Issues related to Career and Technical Education should be submitted in writing to the executive council for consideration as future agenda items.*